



Chihuly in the Desert: Art—Architecture—Nature

ONE ARTIST - ONE EXHIBITION - TWO VENUES

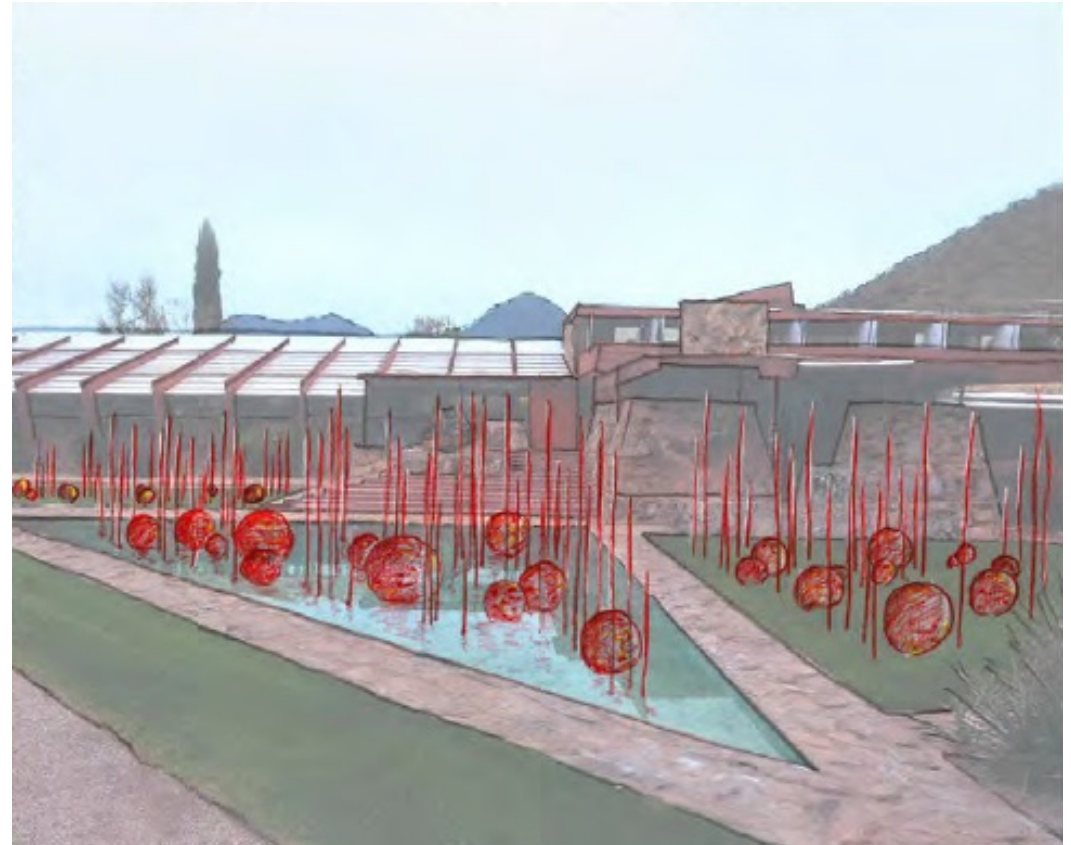
Exhibition Overview

- The exhibition provides an opportunity for visitors to explore the inspiration of the desert landscape and other natural forms through the art of Dale Chihuly and the architecture of Taliesin West, Arizona's only cultural World Heritage Site.
- Opening in early December 2021 and running into June 2022, the exhibition is expected to draw an additional 70K visitors to Taliesin West (above historical visitation levels of 110K visitors annually).
- Frank Lloyd Wright Foundation (FLWF) leaders have been working with Chihuly Studios for 3+ years to bring this to fruition. The timing of this exhibition as we fully reopen to the public after the pandemic is important: not only will this help us to restore full visitation, but the additional visitors expected to come to Taliesin West will add much-needed revenue to the FLWF after sustained closures and limitations imposed by the pandemic.
- The exhibition will occur at two venues simultaneously, with the second venue at the Desert Botanical Garden. There will be a single marketing campaign and shared marketing assets (such as an exhibition microsite) to reduce visitor confusion while promoting the unique attributes of the exhibition at each site.



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Taliesin West: Historical Visitation

- >80% of visitors come from out of state
- Visitors to Taliesin West are among the most desired visitors for Scottsdale tourism:
 - Affluent, active, well-educated
 - Upper Midwest, California, Washington, New York, and Canadian visitors predominate, but visitors come from every state
- Cultural tourists partake in fine dining, luxury hotels, high-end shopping, art galleries more than general visitor population



Marketing Plan Overview



Coordinated effort to leverage marketing investments of Experience Scottsdale

- Market selection for investment
- Marketing tactics—media, messaging

Transform consideration of Scottsdale into hotel rooms

- A once-in-a-lifetime opportunity to experience Frank Lloyd Wright and Chihuly together
- Unique venues unlike others where Chihuly is exhibited

Total advertising investment is expected to be > \$500K.

- Mix of digital, traditional (print and outdoor), airport, and PR

Build reputation of Scottsdale as the place where fine art and high culture meet the beauty and thrill of nature

Event Budget: Taliesin West only

Total event budget est. \$965,000

Total marketing budget: \$100,000

- Total marketing budget for TW and DBG is approx. \$500,000
- Targeting key drive and flight markets

Ideal marketing budget: \$200,000 (total marketing budget \$800,000)

- Expands impressions in key markets above and adds NYC, LA, SFO, HOU, and Canada

FLWF/Taliesin West PR is impactful

| Year | Media Placements | Impressions |
|---|------------------|--------------|
| 2018 (FLW 150 th) | 410 | 7.5 Billion |
| 2019 (FLW World Heritage) | 400 | 3.28 Billion |
| 2020 (FLW World Heritage and Digital Programming) | 453 | 3 Billion |

Frank Lloyd Wright media goes beyond traditional travel and tourism,
deeply penetrating design media (traditional, online, and social)



Tomeka Jones takes a look at what the desert city of Scottsdale has to offer. Source: CNN



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The Frank Lloyd Wright Foundation Is Launching a Summer Camp for Kids

 by OLIVIA HARVEY published MAY 22, 2021



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This summer, the Frank Lloyd Wright Foundation is hosting a virtual (and in-person in Arizona) summer camp to pay homage to one of America's most beloved architects. Camp Taliesin West gives kids, aged 7 through 16, the opportunity to explore architecture, science, engineering, art, and photography with a fun and engaging curriculum geared toward letting young creative minds explore the world through a new lens.

Per Camp Taliesin West's website, "Campers will learn from the principles of Frank Lloyd Wright and then apply them to their own projects and adventures." According to a press release, these projects and adventures include design experiments, model- and rendering-building activities, investigative and educational games, personalized tours of the Taliesin West site, and exclusive access to subject-matter experts like NASA scientists, historic preservationists and renowned architects.

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10 amazing Arizona experiences from A to Z

Give me an A! Give me a Z!

By Lola Alter Mark
Travel Expert
APRIL 3, 2017

It's fitting that Arizona is abbreviated "AZ" because it's got it all, from A to Z.

Here are five A's and five Z's that represent the best of the state. And that's without even mentioning the zoos.

Architecture

Talesin West — Photo courtesy of Foustler Creative, for the Frank Lloyd Wright Foundation

Frank Lloyd Wright was so ahead of his time that **Talesin West**, his breathtaking residence and studio out in the desert, is as fascinating and relevant today as it was when he and his apprentices built it — by hand! — back in 1937.

The 90-minute tour gives you an up-close and personal look at this passion project, including Wright's own bed partitioned in half to let his staff distinguish between naps from which they could wake him up and serious sleep from which he was not to be disturbed.

This is not a "look, don't touch" kind of place. In fact, you're encouraged to sit down wherever there is a chair and make yourself at home. The only place you've asked not to take photos is in the working studio of the Frank Lloyd Wright School of Architecture, where students are continuing his legacy.

Thanks to Wright's vision and intentional placement of every wall, every column, every ceiling, Talesin West warrants repeat visits at different times of the day and during different seasons to really appreciate the astonishing way he used nature itself to create human masterpieces.

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DESIGN

Find out everything about Frank Lloyd Wright's
astounding legacy

Recently marking the 153rd anniversary of the architect's birth, AD sheds light on the work that sustains his remarkable influence.

By Elizabeth Stamp
June 17, 2020



Frank Lloyd Wright sitting for a sculpture in the 1950s at Taliesin West. Photo: Courtesy of the Frank Lloyd Wright Foundation Archives (The Museum of Modern Art | Avery Architectural & Fine Arts Library, Columbia University, New York)

On a recent Thursday, the Kravis House in Miami, one of Frank Lloyd Wright's last American homes, was teared more than 6,700 times. The Martin House in Buffalo, New York, was teared more than 1,800 times. In the midst of the pandemic, Wright's architecture was still drawing visitors (albeit via livestream), proof that 61 years after the architect's death, Wright's work continues to fascinate and inspire. The continued importance was affirmed in 2019 when a group of eight of Wright's buildings were added to the UNESCO World Heritage List, the first modern architectural designation in the United States. *The Guggenheim Museum, the Robb House, the Jacoby House (all in Arizona), the Taliesin, Taliesin West, the Unity Temple, the Wisconsin State Capitol, and the Wisconsin State Fairgrounds* (all in Wisconsin) were Wright's prescient Kansas Dreams. But they're not necessarily famous in popular fiction. There's the story of Frank Lloyd Wright on 1950s game shows (Wright was a mystery guest on *What's My Life?* in 1954) [he was a bigger deal than *Big Brother*].



Tallasin West in Scottsdale, Arizona, is where Wright would spend the winter months. Photo: Andrew Pelage / Copyright Frank Lloyd Wright Foundation

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virtual technology practices have partnered with the frank lloyd wright foundation to scan wright's winter home and studio, 'taliesin west', this project marks the first wright property that one can experience using these scanning technologies. the foundation allows the public to freely 'roam' the property and explore the interior of taliesin west in an effort to provide a deeper understanding of the architect's philosophy on organic architecture and how it comes to life.



"And then, however, the passage begins. How two surrounded all, embracing, embracing all, then too by pathways broad and new approach the ideal."

Created under the direction of some American architect Frank Lloyd Wright in the 1930s, "Taliesin West" is a new house, known today as the largest and most significant group of buildings known as Taliesin West and central to the conservation of the Valley of the Sun. "What Wright wanted you to see first," says Jill Gordin, spokesman for the Frank Lloyd Wright Foundation.



Photo by John P. Smith

Wright, his wife Olga, and their architectural apprentices started traveling to Arizona from Taliesin, the architect's home and studio in Wisconsin, back in the 1930s while consulting on the Arizona Biltmore Hotel and other projects. When Wright suffered a near-fatal heart attack in 1959, he decided to build his dream house in the South. Taliesin West was built and opened to the public in 1962. It has since become a major attraction for visitors to the Valley of the Sun.



Photo by John P. Smith



Unesco Adds Frank Lloyd Wright's Architecture to World Heritage List

Fallingwater and the Guggenheim are among eight of the architect's major works that were added to the conservation list.



By Lauren Messman

July 7, 2019



The Solomon R. Guggenheim Museum in New York is among eight buildings designed by Frank Lloyd Wright that have been added to Unesco's World Heritage List. David Hsu/ist

Eight major works designed by Frank Lloyd Wright were inscribed alongside international treasures like the Great Wall of China and the Pyramids of Giza on the Unesco World Heritage List on Sunday, the first recognition by the United Nations cultural organization of American modern architecture.



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Tour a Frank Lloyd Wright Home in Arizona

Tiffany Brooks gets an insider's tour of Frank Lloyd Wright's Taliesin West.

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You Can Now Take Virtual Tours of 12 Incredible Frank Lloyd Wright Buildings

The online guides will give you an inside look at some of the architect's most storied work.

By Nasha Baker April 13, 2020



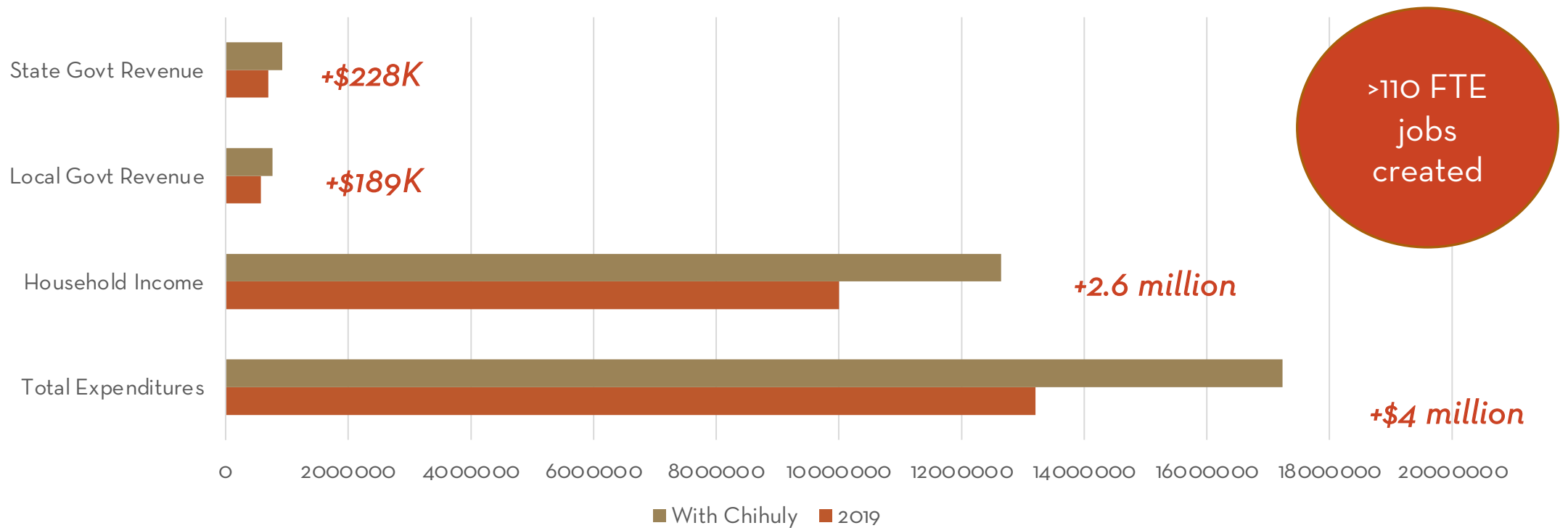
Though you're probably itching to get outside again amid the novel coronavirus pandemic, it's important to remember that there are a number of new ways to stay safe and adventure from the comfort of home. According to The Spaces, Frank Lloyd Wright buildings are some of the newest places you can explore virtually. "It is precisely at this time, when so many are shut inside, that we need to experience beauty and inspiration," the Frank Lloyd Wright Building Conservancy said.

A dozen of the famed architect's buildings are now offering digital tours of both the interior and exterior of the spaces. The tours, also known as the #WrightVirtualVisits initiative, are in partnership between the Frank Lloyd Wright Building Conservancy, the Frank Lloyd Wright Foundation, and Unity Temple Restoration Foundation. Each organization is posting videos of the landmark buildings on social media each Thursday at 12 p.m. central time for the weeks to come.

Related: Stuck at Home? These 12 Famous Museums Offer Virtual Tours You Can Take on Your Couch

Value to Scottsdale/Metro Phoenix

Incremental Value of Chihuly Exhibition (vs. 2019) at Taliesin West



Exhibition Timing and Future Exhibitions

A key factor in Taliesin West's exhibition planning is to take advantage of visitation in shoulder seasons.

- Taliesin West programs normally sell out in peak season, even without exhibitions.

Original plans were for Chihuly to open in Fall 2021.

- Delays in other exhibitions driven by the pandemic caused the Chihuly team to push the schedule back.
- The exhibition will run six months to embrace the full Spring season.

Future exhibitions will likely run from October to May.

- Key learnings from this first exhibition will inform future exhibition planning.
- Tentative plans are to run exhibitions of this scale every 2nd or 3rd year.

Hotel impact

180,000 visitors to Taliesin West over six months

- 144K visitors from outside metro Phoenix
- 65K household (2.2 visitors per ticket transaction)
- 10900 households/month during the exhibition

Exploration of packaged partnerships with key hotel partners is beginning now

Questions?

